

## MAYOR DISCUSSES SERVICE GIVEN BY STREET RAILWAY

Shows That Efficiency of Management Has Much to Do With Expense of Operation and Rate of Fare.

Mayor Paine Wednesday took up the general question of the service given by the Memphis street railway, and the relation which efficient operation bears to the cost, and consequently to the rate of fare.

He reiterated what he has repeated in every one of the series of statements to the public, that a 6-cent fare is shown by the record of the various hearings at Nashville and by the estimates made by expert street railway engineers, to be sufficient to provide all revenue necessary for the Memphis company this year.

No further action was taken by the city administration Wednesday toward any attempt to induce the state utilities commission to reconsider the determination of two members to fix the rate of fare in Memphis at 2 cents. W. P. Armstrong, city attorney, conferring daily with Ross W. Harris, the city's expert engineer, in the way to take the new matters up by Thursday.

If the 7-cent fare is ordered by the majority of the state commission, legal action attacking the constitutionality of the public utilities law will at once be taken and the city administration will be prepared to consider propositions for the establishing of bus lines, not as a threat to the street railway interests, but in the interest of cheaper transportation for the people.

In his statement Wednesday, Mayor Paine says:

### Street Car Service.

"In order to properly analyze the operation of a street car system there must necessarily be some fixed standard by which the service can be gauged. The customary practice is to measure the service in a unit called car miles. The records of the company should be kept so as to show the exact facts with respect to each car, and by adding the operations of the different cars together, the total of the entire system can be ascertained.

For instance the records should show exactly how many miles each car travels during the year, how many passengers each car carries during the year and naturally the sum of these two operations will show the total number of miles traveled by all the cars during the year, and also the total number of passengers carried by all the cars during the year.

By dividing the number of miles traveled during the year by the number of passengers hauled during the year the car mile service is ascertained. In other words, this process establishes just how far a car travels to carry a passenger, and just how many passengers are carried for every mile traveled.

The records of the Memphis Street Railway company indicate that for the year 1919 their service was on a basis of .16 car miles, or that they hauled 64 passengers for every mile traveled during the year.

"Right in this connection is where efficient operation and management play a very important part for the reason that proper distribution of the service as to hours and street car loads will enable a service based upon a less car mile gauge to give the same results practically to the public. In other words, efficient management depends largely upon proper distribution of the service.

"What a passenger wants is to be able to board a car at almost any time and find a car there ready to carry him. He may be expected to wait a reasonable time, but not too long.

"It is the purpose of a street railway to do just this thing, that is, to have the car at the place where the passenger is and when he is there, then to take him where he wants to go. So it is not sufficient to have enough car miles run, but these car miles must be placed when and where the passengers are, and if this is not done within a reasonable degree, then the service which is paid for is not efficient or adequate. Of course the personal wishes of each passenger cannot be

fully served, but the average for certain small groups should be served. The service should also provide the proper amount of seats, but should also be reliable. The average rider should feel after using street railway service that he can always depend on getting a car when he wants it and reach his destination in the best time consistent with comfort and safety. The service should also be convenient. Any service is not fully efficient if these conditions are not met because proper distribution of service based on a certain car mile gauge should be the determining factor of service.

"Inasmuch as the physical property of the Memphis Street railway company is subject to depreciation, it is quite proper that a certain amount should be set aside for the establishment of a renewal and replacement fund. The state public utilities commission has announced its purpose to have the Memphis Street Railway company set aside as a fund out of which to provide for renewals and replacements so that the depreciable property may be properly kept up.

### Dr. N. M. Long Speaks At Central Baptist

Dr. N. M. Long, formerly pastor of First Congregational church, was to speak at the Central Baptist noon-day prayer meeting Wednesday.

The mid-week prayer meeting Wednesday night will be featured by a Bible lecture by Dr. R. E. Carewell, on "The One Greatest View of Prayer in the Whole Bible."

### SPENDS DAY HERE.

Returning to his office from New Orleans, where he spent some days, C. B. Sloan, assistant general agent of the Frisco, spent Tuesday in Memphis en route to Little Rock.

### HOLDS CONFERENCE HERE.

V. D. Port, formerly located here with the Illinois Central, Tuesday was in conference with Joseph Hattendorf, general freight agent. Mr. Port left Tuesday night for New Orleans, where he now has headquarters.

### HARDLY KNEW HER AT SIGHT

Friends of Kansas City Woman Are Astonished by Her Wonderful Improvement After Taking Tanlac.

"I have gained some eight or ten pounds since I commenced taking Tanlac and feel perfectly splendid in every way," said Miss Annie Peck, living at 1421 Charlotte street, Kansas City, Mo. "I just can't think of enough good things to say about Tanlac," she continued.

"My troubles began about a year ago with nervous indigestion and my stomach finally got in such bad condition that everything I ate disagreed with me. After every meal I would be perfectly miserable from gas forming, and this gas would press up against my lungs and heart until I could hardly get my breath. I also suffered from severe headaches and became so nervous I rarely ever got a good night's sleep. Finally I became so weak and run down that I had to give up trying to do any work at all.

"My brother had gotten fine results from taking Tanlac so I began taking it, too, and right from the first I could just feel my strength coming back. I continued to improve and now am as well and hearty as anyone could wish to be and never have a sign of stomach trouble or nervousness any more. I am looking so much better that my friends who haven't seen me since I began taking Tanlac hardly know me at first sight, and I am feeling so perfectly fine I just want to tell everybody about Tanlac."

Tanlac is sold in Memphis by Warlock Drug Co. and by Weiss Pharmacy, and in Elads by Connell Mercantile Co. and in Bartlett by R. J. Hood. adv.

# Acreeage Leases on Oil Lands

WE ARE NOT SELLING STOCK—WE ARE SELLING ACREAGE LEASES

## in Pecos County, Texas

WE ARE NOT SELLING STOCK—WE ARE SELLING ACREAGE LEASES

# The Purchase of a Lease in One of These Oil Fields May Bring Wealth to You

NEW WELL COMES IN NEAR OUR HOLDINGS AND TREMENDOUSLY ENHANCES VALUES FOR EARLY INVESTORS. OPPORTUNITIES FOR PROFITS ALMOST UNLIMITED. COMPANY BACKED BY MEMPHIS MEN OFFERS CHANCE TO BUY LEASES IN PECOS COUNTY, TEXAS. NO STOCK SOLD.

This company has secured oil and gas privileges on 5,120 acres in Pecos County, Texas, lying near proven shallow oil fields, and surrounded by more than a dozen deep-test wells now being drilled.

Accompanying map shows the location of these lands and their relation to the projected wells.

The tract has been subdivided into half-acre plots and leases are offered at the remarkably low price of \$15.00 per half-acre. These lands are the property of the University of Texas, and our lease is direct from the state through that institution.

THE MAP WAS MADE  
BY THE STATE AUTHORITIES AND  
ITS EVIDENCE OF DEVELOPMENTS  
BEING PROJECTED IS  
UNQUESTIONABLE

EMINENT GEOLOGISTS  
DECLARE  
OIL IS PRESENT  
IN THIS TERRITORY—AND ANY  
WEEK NOW MAY  
BRING FORTH NEWS OF THE  
SUCCESS OF ONE OR  
MORE OF THE DEEP-TEST  
WELLS BEING DRILLED

We Are Not Selling Stock—  
We Are Selling LEASES

The company is not selling stock. We are offering leases on lands adjacent to proven shallow oil fields, and surrounded by deep-test wells now being drilled.

## BELL WELL AT 650 FEET ESTABLISHES NEW TOYAH LEVEL

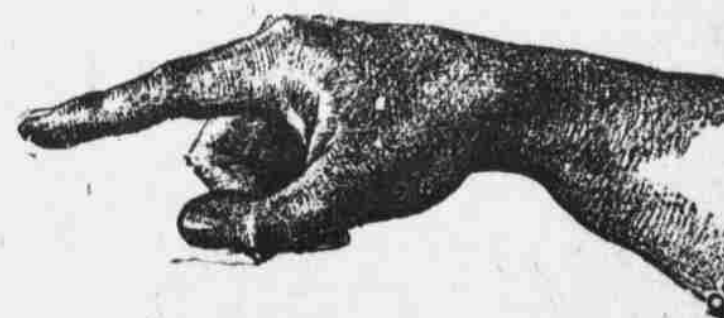
Special to The Star-Telegram.

TOYAH, TEXAS, Feb. 24.—At a depth of 650 feet the Bell well, north of Pecos, is doing twenty-five barrels two feet in the sand. Monday afternoon more than twenty-four barrels were hauled from on top of an eighteen-foot cave-in which occurred Sunday night.

The announcement that the well was a good producer was received in local oil circles with much gratification as a field of medium shallow depth is now established beyond doubt. The oil is of high gravity and will bring a price equal to the best North Central Texas fields.

Oil men are crowding into the county seat but every effort is being made by the citizens to care for the streams of visitors.

EVIDENCE OF SUCCESSFUL  
DEVELOPMENTS NEAR OUR HOLDINGS



(Clipping from "The Star-Telegram," of Fort Worth, Texas, issue of Feb. 24, 1920.)

## OUR COMPANY PLANS DEVELOPMENTS

It is the purpose of this company, so soon as a sufficient number of leases have been sold, to sink one or more deep-test wells on the holdings we have leased.

Should these wells prove successful each purchaser of a lease will become a part owner of them and will share—and share alike—in whatever profits that may accrue, according to the number of half-acre plots on which leases are held. Should any of the wells being drilled by other large oil interests begin to produce in quantity the value of leases on our holdings will enhance phenomenally in value; and the purchaser of a lease from us will have the privilege of selling or transferring rights for the profit that advances may afford.

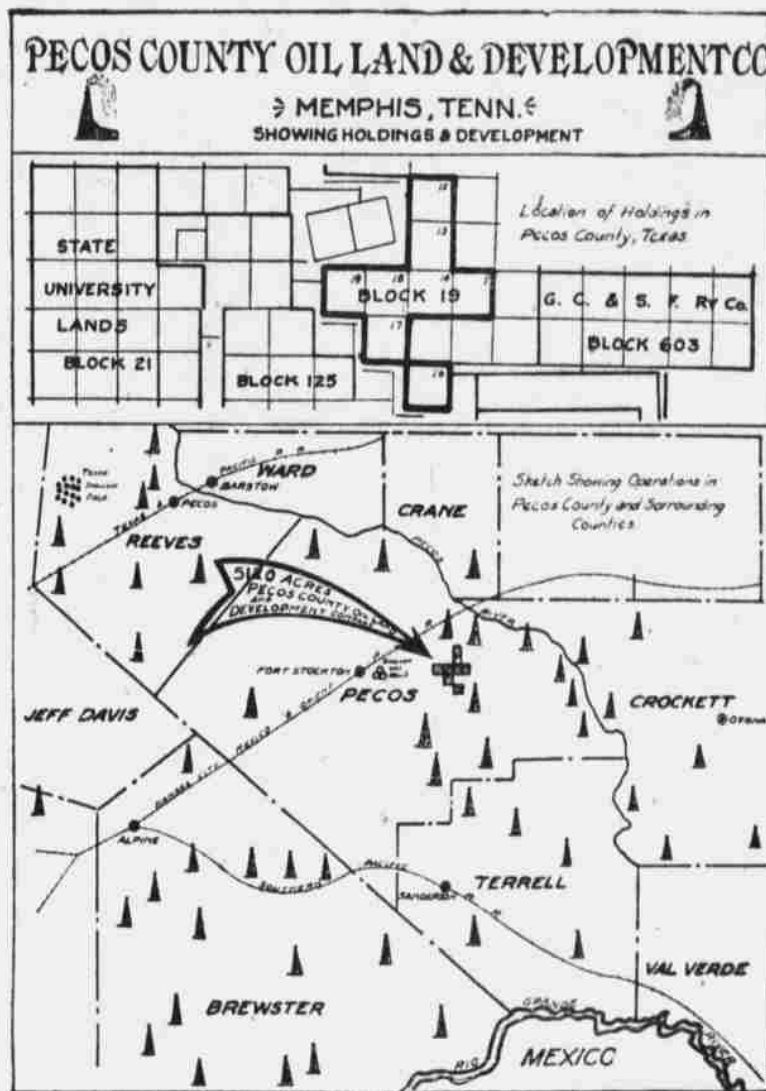
Quite frankly, the officers of the company would prefer to go ahead with their contemplated developments without inviting outside assistance. But the enormous amount of capital required for such developments prevents their undertaking this alone.

They offer the leases to individual investors in full confidence that values will enhance greatly in the near future. They have manifested this confidence by already having risked thousands of dollars in securing the rights. If you are willing to risk something—to join them in the undertaking—in the hope of large returns, sign the coupon below—it may bring you wealth.

### SIGN THIS COUPON TODAY

Pecos County Oil Land  
and Development Co.  
146 Madison Ave., Memphis.

Inclosed find \$..... for  
purchase of lease on ..... half-acre  
plots of your holdings of 5,120 acres in Pecos  
County, Texas.  
Please issue me proper receipt and lease  
papers.  
Name .....  
Street No. ....  
City and State .....



MAP OF HOLDINGS OF PECOS COUNTY OIL LAND & DEVELOPMENT COMPANY

Issued by state authorities of Texas, and not to be questioned for its accuracy of developments indicated. Other wells have been projected since the map was made, and still others are being planned.

for Further Information Address

Pecos County Oil Land and Development Co.  
146 Madison Avenue  
Memphis, Tennessee

## You'll Enjoy These Lovely New Ties



We have these in high  
French heels, also Baby  
Louis heels, at \$10,  
\$11 and \$12.

OF ALL SPRING'S many variations, we know of no style that will meet with greater favor than these beautiful new one-eyelet Sailor Ties.

## A Perfect Addition to Your Smart Spring Suit

for the success of your new suit depends upon the smartness and correctness of your footwear. Therefore, you are sure of finding exactly the proper style at—

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Corner Main and Union